

STATE OF CALIFORNIA
CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD

To request a Time Extension (TE) or Alternative Diversion Requirement (ADR), please complete and sign this form and return it to your Office of Local Assistance (OLA) representative at the address below, along with any additional information requested by OLA staff. When all documentation has been received, your OLA representative will work with you to prepare for your appearance before the Board. If you have any questions about this process, please call (916) 341-6199 to be connected to your OLA representative.

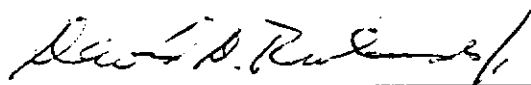
Mail completed documents to:

California Integrated Waste Management Board
Office of Local Assistance, (MS 25)
1001 I Street
PO Box 4025
Sacramento CA 95812-4025

General Instructions:

For a Time Extension complete Sections I, II, III-A, IV-A, and V.

For an Alternative Diversion Requirement complete Sections I, II, III-B, IV-B and V.

Section I: Jurisdiction Information and Certification <i>All respondents must complete this section.</i>			
I certify under penalty of perjury that the information in this document is true and correct to the best of my knowledge, and that I am authorized to make this certification on behalf of:			
Jurisdiction Name City Of Chula Vista		County San Diego	
Authorized Signature 		Title City Manager	
Type/Print Name of Person Signing David D. Rowlands Jr.	Date 2/1/02	Phone (619) 691-5122	
Person Completing This Form (please print or type) Mike Hice		Title Solid Waste Specialist	
Phone (619)476-5384	E-mail Address mhice@ci.chula-vista.ca.us		Fax (619)585-5612
Mailing Address 276 Fourth Ave.	City Chula Vista	State CA	ZIP Code 91910

Section II—Cover Sheet

This cover sheet is to be completed for each Time Extension (TE) or Alternative Diversion Requirement (ADR) requested.

1. Eligibility

Has your jurisdiction filed its Source Reduction and Recycling Element, Household Hazardous Waste Element, and Nondisposal Facility Element with the Board (must have been filed by July 1, 1998 if you are requesting an ADR)?

☐ No. If no, stop; not eligible for a TE or ADR.

☒ Yes. If yes, then eligible for a TE or ADR.

2. Specific Request and Length of Request

Please specify the request desired.

☐ Time Extension Request

Specific years requested _____

Is this a second request? ☒ No ☐ Yes Specific years requested _____
(Note: Requests for an additional extension will need to address why the jurisdiction's efforts to meet the 50% goal by the end of the first extension were not successful.)

☒ Alternative Diversion Requirement Request (*Not allowed for Regional Agencies*).

Specific ADR requested 39% _____%, for the years 2001, 2002 and 2003 _____.

Is this a second ADR request? ☒ No ☐ Yes Specific ADR requested _____%, for the years _____

(Note: Requests for an additional ADR will need to address why the jurisdiction's efforts to meet 50% by the end of the first ADR period were not successful.)

Note: Extensions may be requested anytime by a jurisdiction, but will only be effective in the years from January 1, 2000 to January 1, 2006. An original request for a TE/ADR may be granted for any period up to three years and subsequent requests for TE/ADR may extend the original request or be based on new circumstances but the total number of years for all requests cannot total more than five years or extend beyond January 1, 2006.

Section IIIA—TIME EXTENSION

Within this section, discuss your jurisdiction's progress in implementing diversion programs that were planned to achieve 50%. Provide any additional information that demonstrates "good faith effort." The CIWMB shall determine your jurisdiction's progress in demonstrating "good faith effort" towards complying with AB 939. Note: The answers to each question should be comprehensive and provide specific details regarding the jurisdiction's situation.

Attach additional sheets if necessary—please reference each response to the appropriate cell number (e.g., IIIA-1).

- 1. Why does your jurisdiction need more time to meet the 50% goal? Describe why SRRE selected programs did not achieve 50% diversion. Identify barriers to meeting the 50% goal and briefly indicate how they will be overcome.**

Not Applicable

- 2. Why does your jurisdiction need the amount of time requested? Describe any relevant circumstances in the jurisdiction that contribute to the need for a Time Extension.**

Not Applicable

- 3. Describe your jurisdiction's Good Faith Efforts to implement the programs in its SRRE.**

Not Applicable

- 4. Provide any additional relevant information that supports the request.**

Not Applicable

Section IIIB—ALTERNATIVE DIVERSION REQUIREMENT

Within this section, discuss your jurisdiction's progress in implementing diversion programs that were planned to achieve 50%. Provide any additional information that demonstrates "good faith effort." The CIWMB shall determine your jurisdiction's efforts in demonstrating "good faith effort" towards complying with AB 939. Note: The answers to each question should be comprehensive and provide specific details regarding the jurisdiction's situation.

Attach additional sheets if necessary—please reference each response to the appropriate cell number (e.g., IIIB-1.).

1. Why does your jurisdiction need and Alternative Diversion Requirement? Describe why SRRE selected programs did not achieve 50% diversion. Identify barriers to meeting the 50% goal and briefly indicate how they will be overcome.

The City of Chula Vista needs to request an Alternative Diversion Rate (ADR) of 39% to allow the time necessary to meet or exceed the 50% diversion mandate by completing a new base year study, and allowing time for its "unit pricing," commingled recycling, commercial rate incentives and other programs to mature. The City has been a leader in creating new programs and worked extremely hard to implement more than 40 programs described in the City's Source Reduction and Recycling Element (SRRE). Chula Vista has made more than a good faith effort to meet or exceed the 25% diversion requirement for 1995 and the 50% requirement for 2000. Chula Vista reached a diversion rate of 42% in 1995 when the goal was only 25%. Subsequently, the City has undergone unprecedented levels of growth and annexations, and under the State's calculation the diversion rate has dropped from 42% to 34% for 2000. The growth, annexations and calculation methodology have had such a negative impact on the City's reported diversion that the City has gone from exceeding the 1995 mandate by 17% to being 16% below the 2000 mandate. While the results of the State calculation have gone down during this period, our diversion weight per residence and small business generator has increased, the per capita weight of their trash has gone down, and our commercial recycling penetration rate and total commercial recycling weight has increased dramatically.

As mentioned above, the programs in the City's SRRE were successful in achieving a 42% diversion rate by 1995 in a normal environment not effected by tremendous growth and annexation. The City's rapid transition from a small community to a major City has had a significant impact on the City's source reduction, recycling education and outreach programs. In 1999 our City's actual population exceeded the SRRE's projected population for 2006. Today we exceed the projected population by approximately 40,000 people. Despite the level of population growth and two major annexations our Council and Staff have made the difficult decisions to consistently refine, expand, and enforce our source reduction, recycling and composting programs. The Council was also the first in San Diego to secure a long term funding source to insure these programs would continue to serve the public and environment indefinitely. While the programs work well under strong growth levels, the City needs time for public education and enforcement programs to catch up to the tens of thousands of new residents and hundreds of businesses moving in from other parts of the region and from out of state. Assertive public education and aggressive program designs that provide an economic incentive and make source reduction and recycling convenient, will result in greater diversion among residents and businesses. This approach is especially successful when backed up by the kind of commitment Chula Vista has made to oversight and enforcement through the Recycling Ranger program.

City Staff has discovered that the original base year data submitted to the California Integrate Waste Management Board (CIWMB) was not an accurate indication of base year generation or representative of the City's current growth after two major annexations. Chula Vista is preparing its new base year information to submit to the CIWMB. Staff estimates this will be completed and submitted to the CIWMB by spring of 2003. The new base year adjustments are expect to produce a change of at least 15% which, will compliment the projected ADR diversion rate of 39% and put the City in compliance. The ADR will allow Chula Vista the opportunity to demonstrate progress on its existing programs, complete it's new base year, and submit the request for approval of a new base year to the CIWMB for its review and approval.

As part of Chula Vista's plan to meet it's 50% diversion goal Staff renegotiated its recycling and solid waste franchise agreement to require an automated "unit pricing" or "pay as you throw" solid waste rate structure. That rate structure provides a financial incentive for 43,000 residential and small business customers to reduce the amount of trash they generate and participate more aggressively in the new, easier, more convenient recycling and yard waste programs. The waste collection program is complimented by an automated, commingled recycling program that increases the capacity of recycling containers by 430% and adds wheels to the containers to make it easier to get them to the curb for households, and bin enclosures for restaurants and a variety of businesses. Some of these programs have been a part of Chula Vista's commitment and the SRRE for many years however, the City needed to reach a point in the franchise agreement term when they could be enforced. At the time of this report, the small business residential recycling program has only been in place (8) eight months and recycling tonnage has increased approximately 100% for residential and small quantity generators while per capita trash generation has gone down. The new ADR will allow this relatively new program to reach its full diversion potential.

The City's programs and incentives need time to make their full impact on diversion rates. Commercial and industrial trash rates have been increased to make trash service even more expensive in comparison to the subsidized recycling services that remain the best bargain in the county. During the ADR the City will also be evaluating and revamping the operational and educational component of its multi-family program. Approximately 20,000 residents have access to this program at every mobile home park, apartment and condominium complex. Staff believes that this program has the potential to more than double its diversion over the next 3-5 years.

By giving the new unit pricing program time to mature, continuing to work programs that have proven effective, completing the new base year study, and assuming there are no new major impacts from the state's calculation methodology Chula Vista is confident that it will reach the 50% diversion rate at the end of the ADR.

2. Why is your jurisdiction requesting an Alternative Diversion Requirement in lieu of a Time Extension?

The City is not requesting a time extension at this time. City Staff is confident that an ADR of 39% for 2001, 2002, and 2003 will provide sufficient relief to allow for the implementation of the City's Goal Achievement Plan. The Plan includes time for the new "Unit Pricing" solid waste program, and the commingled recycling program and the progressive commercial rate and recycling programs to reach their full potential, a re-evaluation and updating of the multi-family and construction/demolition program and completion of the new base year study. While the City is confident that it will reach the 50% diversion goal with the programs outlined, the City would like to reserve the option of applying for a time extension if that goal is not reached or exceeded. The City will monitor its progress in achieving its the additional 11% diversion necessary to meet its 50% diversion goal throughout 2003, and will re-evaluate that progress well in advance of considering an application for a Time Extension. City Staff will also stay in close communication with CIWMB staff to report the progress of the various programs and any mid-course changes that may need to be made to assure success.

3. Describe your jurisdiction's Good Faith Efforts to implement the programs in its SRRE.

Chula Vista has selected and implemented over 40 solidly aggressive and in many cases model SRRE programs. We are and will continue to work those programs diligently while facing the impacts our city is undergoing as we experience tremendous growth. As reported in the 2000 Annual Report, the City Of Chula Vista will continue to make a good faith effort to meet or exceed its 50% diversion goal by implementing, maintaining and improving the board approved programs outlined in the City's SRRE.

Chula Vista became the first City in the region to have residential recycling for every single-family home, apartment, condominium and mobile home park in its jurisdiction. We have added mixed paper and a universal yard waste component to those programs and increased seasonal and special diversion opportunities.

The City has also established an aggressive commercial rate structure that rewards recycling. For example: a 3 to 8 cubic yard bin of mixed paper is serviced once per week for only \$25 per month, as compared to weekly service for 3 cubic yards of trash at \$78.75 per month. Our full-time Recycling Ranger have been out promoting those aggressive recycling rates in addition to providing technical assistance to businesses and enforcing the mandated recycling ordinance.

The Ranger also continue to patrol residential recycling routes daily to "catch people doing the right thing," and provide premiums and instructions that reinforce the recycling ethic. They also create a deterrent to curbside theft, enforce the City's mandatory recycling ordinance and provide residents with on site assistance. Additionally, the Ranger help with public education, mobile displays, school presentations and hundreds of other outreach efforts.

We have worked hard to be a leader in our region by working with processors and end markets to expand collection programs, by fostering cooperation among jurisdictions to develop regional diversion, market and public education opportunities, and by siting facilities.

Despite the challenges faced by the City, Chula Vista looks forward to continuing to work with the Board and CIWMB Staff to meet the intent and spirit of the California Integrated Waste Management Act of 1989 and remains committed to that goal.

4. Describe any relevant circumstances in the jurisdiction that contribute to the need for an ADR. Provide any relevant information that supports the request.

The City has recently begun to feel the impact of the two major annexations that have occurred over the past (7) seven years. Chula Vista reached the population projections for 2006, (7) seven years early, in 1999. Today the City has approximately 40,000 people more than what the SRRE projected for this year. Chula Vista will continue to diligently and enthusiastically implement and promote the programs outlined in its SRRE. CIWMB local assistance staff has remarked that Chula Vista has far more programs listed than the average jurisdiction and some of the best and most successful programs used by other jurisdictions. The new "unit pricing" Program, expanded curbside recycling, a redesigned multi-family and construction demolition programs and the new base year study hold tremendous potential for producing additional diversion. The changes described above, combined with a strong public education component, enforcement and a stable funding mechanism demonstrate the City's commitment to maximizing its real diversion and exceeding the State mandated diversion goal.

Section IV A—PLAN OF CORRECTION

A Plan of Correction is required by PRC Section 41820(a)(6)(B). The plan is fundamentally a description of the actions the jurisdiction will take to meet the 50% goal by the expiration of the Time Extension.

Attach additional sheets if necessary.

Residential %		Not Applicable	Non-residential %		Not Applicable
PROGRAM TYPE	NEW or EXPAND	DESCRIPTION OF PROGRAM	FUNDING SOURCE	DATE FULLY COMPLETED	ESTIMATED PERCENT DIVERSION
Please use the Board's Program Types. The Program Glossary is online at: www.ciwmb.ca.gov/LGCentral/PARIS/Codes/Reduce.htm					
Not Applicable					
Not Applicable					
		Total Estimated Diversion Percent From New and/or Expanded Programs			
		Current Diversion Rate Percent From Latest Annual Report			
		Total Planned Diversion Percent Estimated			

PROGRAMS SUPPORTING DIVERSION ACTIVITIES

PROGRAM TYPE	NEW or EXPANDED	DESCRIPTION OF PROGRAM	DATE FULLY COMPLETED
Not Applicable	Not Applicable	Not Applicable	Not Applicable

Section IV B—GOAL ACHIEVEMENT

Goal Achievement describes the activities the jurisdiction will use to achieve the ADR.
Attach additional sheets if necessary..

Residential %		50%	Non-residential %		50%
PROGRAM TYPE Please use the Board's Program Types. The Program Glossary is online at: www.ciwmb.ca.gov/LG/Central/PARIS/Codes/Reduce.htm	NEW or EXPAND	DESCRIPTION OF PROGRAM	FUNDING SOURCE	DATE FULLY COMPLETED	ESTIMATED PERCENT DIVERSION
Residential and small business waste and recycling	Expand	The City will institute a "unit pricing" program for residential and small business waste generators with monthly cart rates set at 32-gallons for \$11.19, 64-gallons for \$14.50, and 96-gallons for \$17.05. These rates include, unlimited yard waste collection, fiber and container recycling, Christmas tree collection, used oil collection and limited bulky collection at the curb. Along with the variable can rate trash collection program the City will also expand curbside recycling service from an 18-gallon box to a 64 or 96-gallon cart for all residences and small businesses with curbside or alley collection. The City encourages 96-gallon carts to facilitate cardboard recycling and requires residents and small businesses to get a recycling cart at least as big as their trash cart. Additionally, as an added convenience the new recycling program allows residents and small businesses to commingle all recyclables into the 64 or 96-gallon carts. This program obviously provides an incentive to recycle and a convenient and easy way for residents and small businesses to reduce their costs. It transforms these ratepayers from victims of an inequitable system into empowered consumers who control their rate and ability to recycle.	The City has restructured the franchise agreement to allow the franchise hauler to include the additional capital and service costs for the automated/ unit pricing program after ratepayers have properly been credited for collection efficiencies, avoided disposal and any increases in commodity value.	4/2003	2%
Multi-family recycling		City staff also hopes to expand the current mixed paper and cardboard recycling program at its 20,000 multi-family households by converting 96-gallon mixed paper recycling carts to (3) three cubic yard bins wherever possible. The City will also conduct a pilot program in the spring of 2003 to convert multi-family dwellings with separate 96-gallon carts for mixed paper and rigid containers to a commingled (3) three cubic yard bin for mixed paper and rigid containers. Staff believes that this change will promote the same type of increases in diversion that were achieved in residential single-family homes and small business (the program achieved a 100% tonnage increase in recyclables and a quantifiable weight reduction in waste generation).	The City will renegotiate the agreement with the private hauler to include costs into the rates after proper consideration for savings and new revenue have been made.	6/2003	

Business Recycling	Expand	<p>The City will increase commercial recycling and business participation through a new commercial rate structure. The rate structure will reward recycling by maintaining recycling rates at their record low levels and increasing the rates for trash service. The commercial rate structure has been made into a progressive scale. The major generators will pay more per cubic yard for trash than small generators unlike most systems that have historically provided volume discounts. Thus large generators will have an even greater incentive to reduce, reuse, recycle and compost. Additionally, the City has added a \$5 per ton disposal surcharge on commercial roll-off customers. That surcharge increases the difference between source separated loads of recyclable construction and demolition debris.</p> <p>The City's Recycling Ranger will dedicate 2 to 3 days a week to recruit new businesses and assist them in taking full advantage of the financial incentives built-in to the new commercial rate structure. For example: up to two (4) four cubic yard bins of mixed paper are serviced once per week for only \$25 per month. In contrast weekly service for a single (3) three cubic yard bin of trash has a cost of \$78.75 per month. That represents a substantial savings opportunity for businesses that begin diverting mixed paper. Additionally, the new rate structure will continue to provide for rigid food and beverage container collection from all hospitality type businesses by the city's hauler at no charge. This new commercial pricing structure is also intended to increase participation in the recycling programs and is another example of the aggressive programs the City Chula Vista has developed to meet or exceed the City's 50% diversion goal. The Rangers also assist businesses with diversion specialty diversions such as pallets, metals, textiles and other items as necessary.</p>	The City has negotiated new agreements with the franchise hauler to allow disposal rates to subsidize recycling rates and to create a progressive rate structure that places most of the costs on the City's largest generators to promote even greater source reduction and recycling. The Ranger program is funded through a 1% surcharge on all waste ratepayers, some revenues from recyclables and annual Dept of Conservation payments.	12/2003	3%
		Total Estimated Diversion Percent From New and/or Expanded Programs			5%
		Current Diversion Rate Percent From Latest Annual Report			34%
		Total Planned Diversion Percent Estimated			39%

PROGRAMS SUPPORTING DIVERSION ACTIVITIES

PROGRAM TYPE	NEW or EXPAND	DESCRIPTION OF PROGRAM	DATE FULLY COMPLETED
Economic Incentives	Expand	<p>The residential trash and recycling collection program will include a "unit pricing," or "variable can," rate program for trash service. Residents will have three service and monthly rate options; a 32-gallon cart for \$11.19 per month, 64-gallon cart for \$14.50, or 96-gallon cart for \$17.05. These monthly service rates will include unlimited recycling via a matching 64 or 96-gallon commingled recycling cart for most rigid food and beverage containers and all clean fibers. Residents will also be required to recycle green waste via weekly collection service at no charge by placing it in their own containers or renting a 96-gallon yard waste cart from the hauler for \$1 per month. Trash carts will be black, recycling carts will be blue and green waste carts will be green. Residents may use their own trash cans for yardwaste and are provided a free, permanent identification sticker. The City also provides free bulky pick-up which diverts all metal materials and e-waste for recycling. Finally, residents also are eligible to receive up to two yard waste passes and two landfill passes per year which they can use to recycle one truck load of yard waste, asphalt, cement, wood or other recyclable items per pass at no charge.</p> <p>Chula Vista's business recycling program will include a commercial and industrial rate structure that will provide an economic incentive for businesses to recycle. Recycling will cost far less per cubic yard than disposal. That allows commercial and industrial customers to decrease the level of trash service and potentially reduce their trash costs by increasing recycling. The City's Recycling Ranger will visit businesses and assist them in developing and implementing a recycling program that maximizes diversion and the savings from avoided disposal. For example, a (4) four to (8) eight cubic yard mixed paper recycling bin serviced once per week will be available for \$25 dollars per month. In contrast trash a (3) three cubic yard bin of trash collected once per week will cost \$78.75 per month, representing approximately 68% savings to businesses that start recycling. Yard waste bin collection is also discounted. The Recycling Ranger will also promote rigid food and beverage container collection to all hospitality type businesses which is available at no charge. Finally, if education and promotion fail, the City will enforce the mandatory recycling ordinance which includes financial penalties.</p>	9/2003

Education	Expand	<p>As part of the assistance to businesses the Recycling Ranger will offer on site training for managers and employees. The Ranger will work with managers to develop a program and guide designed specifically for their needs. The Ranger will provide business owners and managers with a master copy of an "Employee Recycling Guide" and enough copies for each employee, to teach employees how to participate in the recycling program that was tailored to their business needs. The Ranger will also assist with onsite employee training, signage and other issues that will help make the program a success.</p> <p>The Recycling staff is working with architects on proposed projects to provide better space allocation, signage, color coding and convenient recycling locations at apartment and condominium complexes. The Ranger follows up with the property managers and tenants of existing and new complexes to distribute customized recycling guides to existing tenants and new move ins. The franchise hauler is also required to participate in the development of programs for new and existing multi-family dwellings.</p> <p>City staff will continue to update and mail the City's comprehensive recycling brochures that detail all the options for diverting recyclables from the landfill. These brochure will be distributed to over 43,000 households in Chula Vista and will also be distributed at all special events and presentations. The brochure will provide detailed information and instructions for all recyclable materials including used oil, household toxic waste and Christmas tree recycling programs throughout the City.</p> <p>A discription of the construction/demolition recycling program and rates is attached to each building permit request in the City. The City also makes copies of the regional construction and demolition recycling guide available at the Building Division counter and other key areas throught the civic center.</p> <p>The City's website will be expanded to include all information pertaining to the City of Chula Vista trash and recycling programs including those listed above. Links to other helpful resources such as the CIWMB and the DOC website will also be included along with a "Frequently Asked Questions" section to help provide residents with solutions to common questions.</p>	12/2003
-----------	--------	--	---------

Outreach	Expand	<p>Presentations regarding the City's recycling and trash programs will be made to local schools and college students and other community groups. City staff will also be present at approximately 12 special events throughout the year to promote recycling programs at the Recycling Booth".</p> <p>The Recycling Ranger will patrol the trash and recycling routes every morning as part of the daily routine to catch people "doing the right thing," and reward them with a small premium and a thank you letter. Additionally, the Ranger will contact residents directly or leave a friendly reminder called an "OPPS," tag along with instructions for residents that are not recycling properly. The trash, recycling and yard waste drivers for the hauler will also leave OOPS tags when households do not properly follow the recycling guidelines. Any household that receives three OPPS tags in any given month will receive a letter from the City and a warning regarding potential fines for failure to recycle yard waste, rigid containers or mixed paper properly. These households may be fined for future recycling violations.</p> <p>The City's Recycling Ranger will dedicate 2 to 3 days per week to recruit additional businesses to participate in the free rigid bottle and can recycling programs, the mixed paper and yard waste recycling programs and provide on site technical assistance to businesses within the City. The Ranger will also follow up to ensure that recycling services ordered by the customer are provided by the hauler in a timely fashion and that the business has the assistance it needs to successfully implement and continue the program. Finally, the Ranger will not only work with businesses that cooperate but, will also warn and eventually fine businesses that do not meet the recycling ordinance.</p>	12/2003
Base Year Study	New	<p>The City has hired an experienced consultant that has a strong track record and experience with private haulers, landfills, recycling businesses, non-disposal facilities, solid waste allocation studies and base year studies in San Diego county. The City is working diligently to provide the consultant with the data and contacts they need to prepare a thorough proposal for the CIWMB to review.</p> <p>The City has strong documentation for the recycling programs that occur inside the City's franchise agreement. The consultant is attempting to document the diversion that is occurring in the City outside the franchise hauling agreement and reconcile that information with what is reported by the County quarterly disposal reports and the City integrated solid waste and recycling management plan and franchise agreement. Staff expects that the base year study will be ready to submit to the board in early spring of this year for the CIWMB's review.</p>	5/2003